

PUBLIC REPORT BY PROMTPRESS

Channel audit

ikOMEK109

Astana 24/7



@ikomek109

♦ Астана қаласы әкімдігінің Қалалық мониторинг және жедел әрекет ету орталығы ♦ Городской центр мониторинга и оперативного реагирования акимата города Астаны

SUBSCRIBERS

16 308

+68 per month

ERR (% SEE POSTS)

10.0%

per day 6.6%

REACH/POST

1.5K

ad reach 1.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period it covers.

 SUBSCRIBERS 16 308 —	 SUBS REACH 9.34% avg % subs see post	 VIEWS/POST 1.5K median 1.5K · 29 days	 POSTS/DAY 7.9 ~55 per week
 7D TREND +12.3% vs previous week	 REACTIONS/POST 0.6 only 135 reactions, 255 reposts, 0 comments	 POST LENGTH 428 chars median 354 · 29 days	 POSTS ANALYZED 234 29 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH +68 over the last month	 CITATION RATE 12 citation index · 37 channels mentioned all time	 CHANNEL AGE 8 years 5 months created 11.01.2018

AI EDITOR SUMMARY

Channel «iKOMEK109 Astana 24/7» – 16 308 subs. Each post averages 1.5K people (9% of subs), reach is low – should grow audience. Publishes 55 posts per week (~8/day) – active posting. For week 22–28 Jun reach grew +12.3% by week 15–21 Jun – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **234** posts over 29 days.
- 02 Dominant format — **Photo** (215/234 posts).
- 03 Avg post length — **428** chars (median 354).
- 04 Peak audience activity — **Thursday**, 11:00 ALMT.
- 05 Top posts get **3x** more views than the weakest (2.9K avg for top vs 1K for worst) — among 234 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 11:07 PHOTO (post without caption — photo)	VIEWS 2 998 REPOSTS 4	REACTIONS 1 ER 18.4%
Nº2 25.06 · 06:40 PHOTO «Тайм АЖҚС» аялдамасына автобустардың тоқтау мүмкіндігі жоқ. Осыған байланысты №№ 35, 36, 45, 305, 312 бағдарлар жолаушыларды аталған...	VIEWS 2 926 REPOSTS —	REACTIONS 1 ER 17.9%
Nº3 24.06 · 11:06 PHOTO (post without caption — photo)	VIEWS 2 868 REPOSTS 6	REACTIONS — ER 17.6%

Nº4 24.06 · 11:06 PHOTO (post without caption – photo)	VIEWS 2 478 REPOSTS 4	REACTIONS — ER 15.2%
Nº5 24.06 · 11:06 PHOTO (post without caption – photo)	VIEWS 2 350 REPOSTS 5	REACTIONS — ER 14.4%

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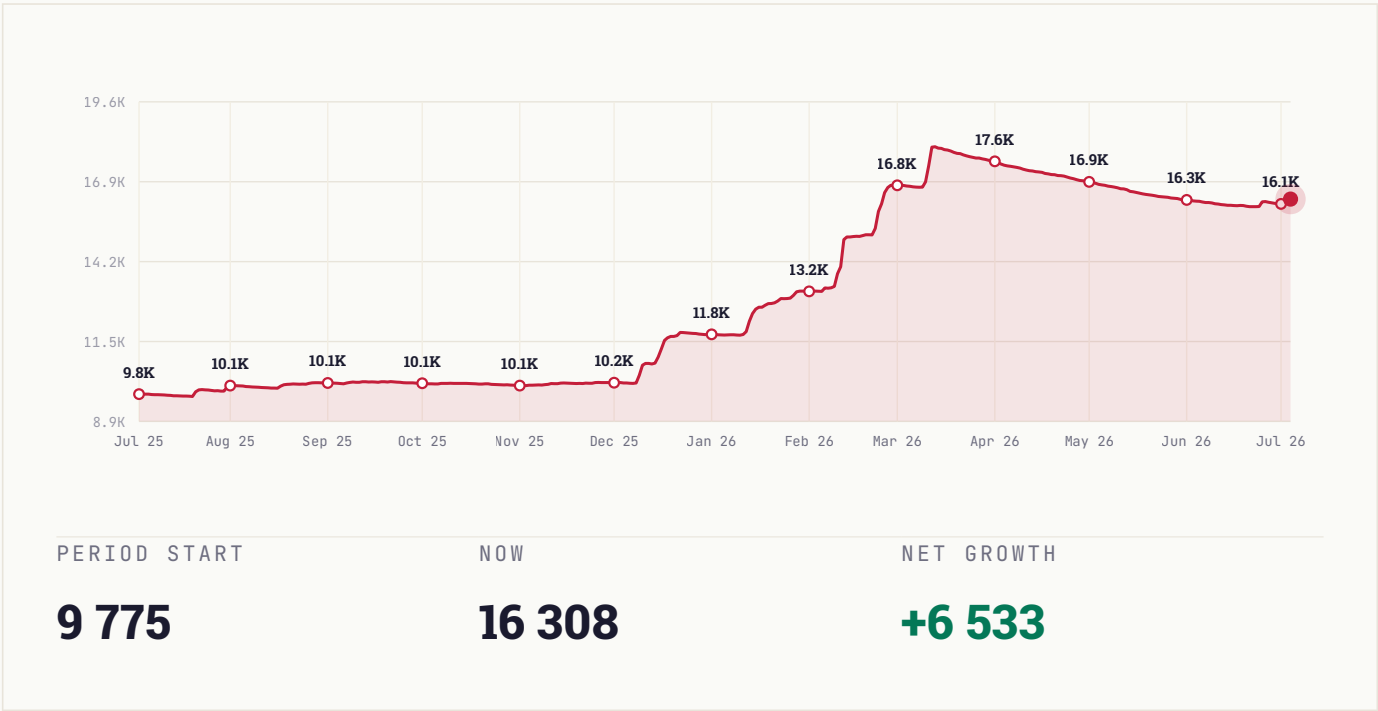
WORST 3

↓ 17.06 · 11:29 TEXT Due to road works at Mangilik El Ave / Syganak St intersection, from June 17 to 30, traffic will be partially...	VIEWS 1 085 REPOSTS —	REACTIONS — ER 6.7%
↓ 10.06 · 13:47 PHOTO (post without caption – photo)	VIEWS 1 070 REPOSTS —	REACTIONS — ER 6.6%
↓ 10.06 · 14:13 PHOTO (post without caption – photo)	VIEWS 986 REPOSTS —	REACTIONS — ER 6.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

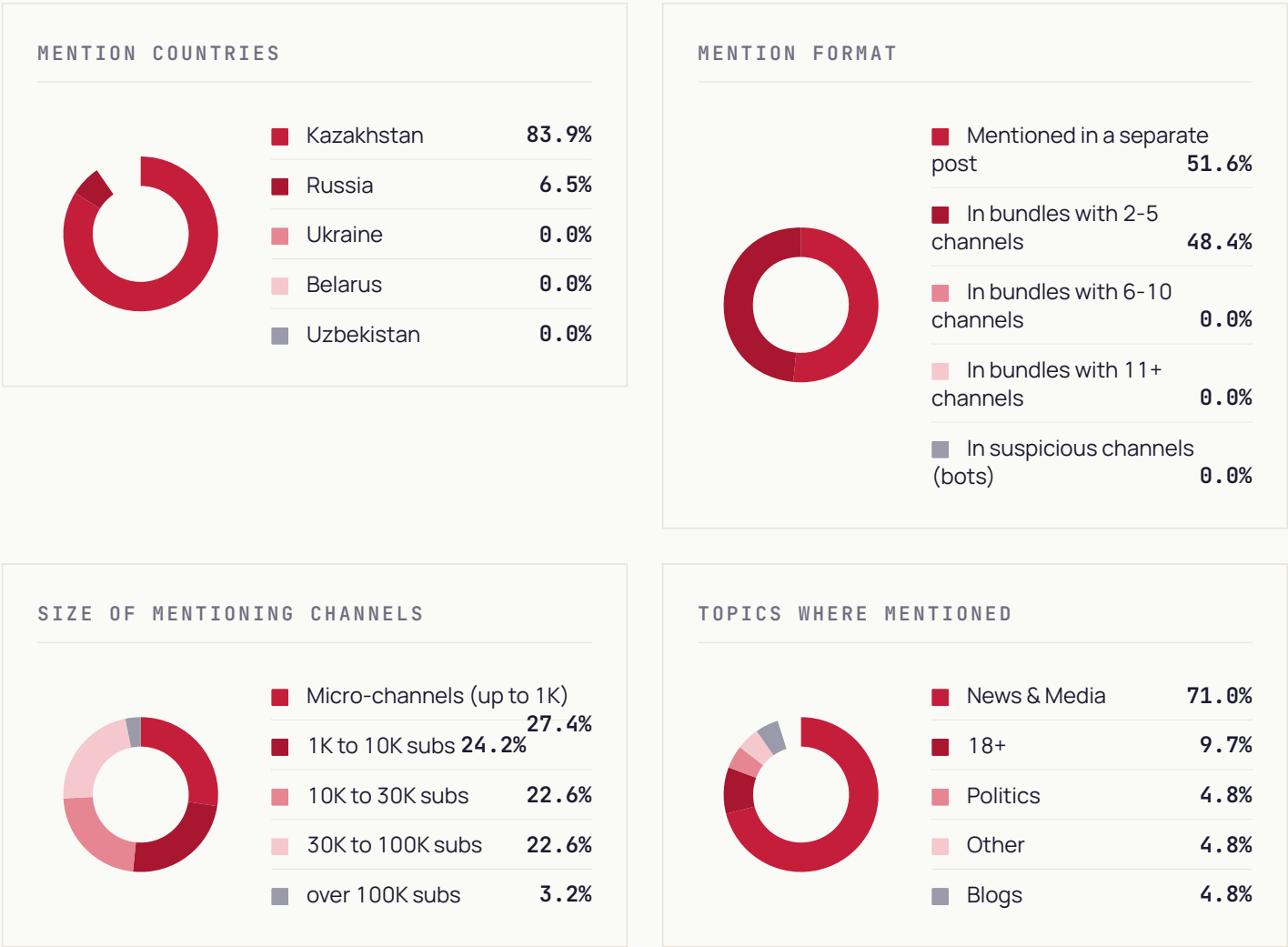
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

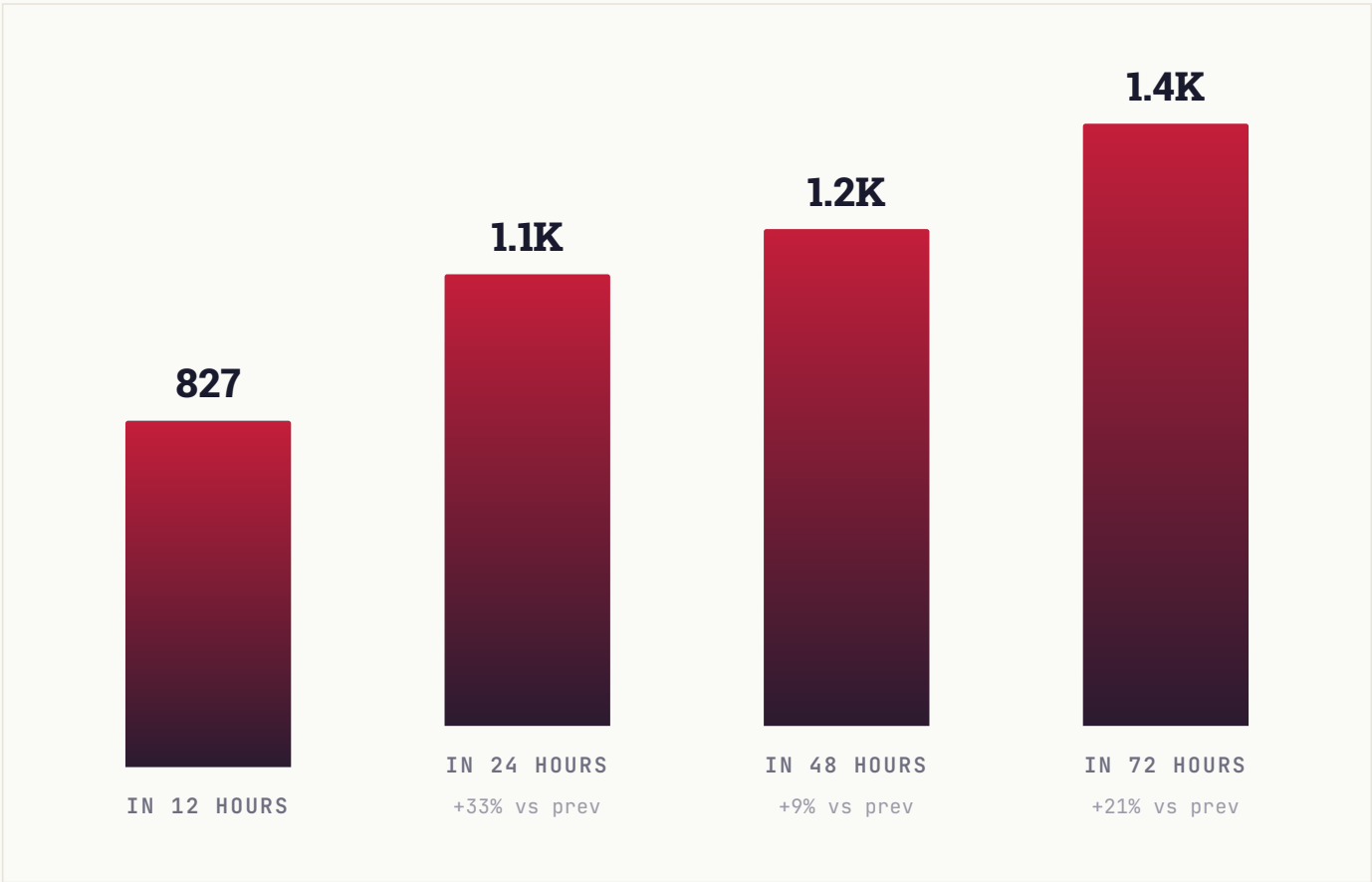
Citation index **12** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **37** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see where it ranks among niche neighbors.

CHANNEL	SUBSCRIBERS
DA Dauletten	342.4K
T- Tengrinews.kz - Kazakhstan News	256.4K
Z- Zakon.kz - Kazakhstan and World News	204.1K
ZN ZTB NEWS - Kazakhstan News	180.6K
OR ORDA	139.3K
QU Qumash	121.8K
QA Qaz365.kz	96.9K
DA Dauletten.kz	80.1K
NOT Not Habar	76.2K
AB Atameken Business - Kazakhstan News	74.2K
IA iKOMEK109 Astana 24/7 YOU	16.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#58 of 99). Niche median — 20.2K subs. First growth KPI — reach the median. Leader: Dauletten (342.4K).

SECTION 07 · MENTION DYNAMICS

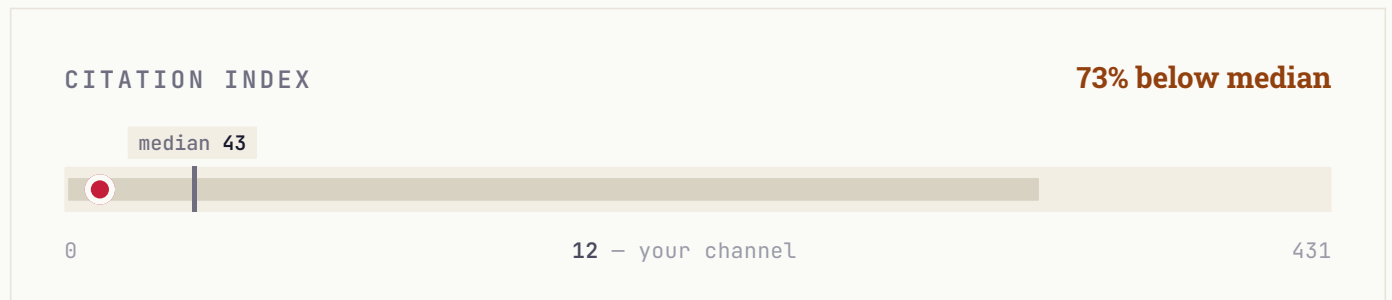
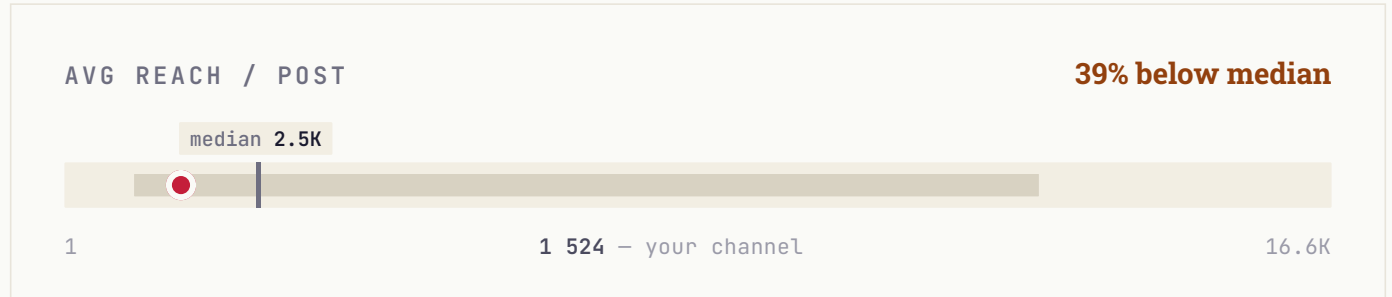
How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **3 757** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	1 490
December 2025	0	0	1 737
Nov 2025	0	0	145
Oct 2025	0	0	42
Sep 2025	0	0	108
August 2025	0	0	235
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS	
0	6	3 757	

Where the channel stands in its league

#58 /100 RANK IN NICHE
Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

01

Best post day — Thursday

Audience is most active on this day at 11:00 ALMT.

EFFECT

**Best window
for important
posts**

02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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